

**SPA Fundraising Instructions
Halloween Classic Swim Meet
Sponsorships and Ads**

1. Each SPA swimmer is expected to solicit a minimum of \$50 in donations per swimmer and many families generate much more.
2. Review the Information Sheet to familiarize yourself with the sponsorship levels and the ad sizes available.
 - 1 Sponsors donate more money than advertisers but receive much more recognition in return.
 - 2 Consider asking for a sponsorship first and then suggesting an ad.
3. Complete the Sales Sheet and collect the donation at the same time.
 - 1 Make all **checks payable** to “**Springfield Aquatics**”.
 - 2 You may place your Sales Sheet and ad copy in the basket on top of the file cabinet in Jason Hite’s office or mail *Lorrie Haden 2521 S. Glendale Ave 65804 Phone # (217)-779-0926*.
 - 3 ***Please include your swimmer’s name for so you get credit for the sale.*** This will also help with next year’s Halloween Classic
4. If the Donor needs to send the ad copy or money for donation later, please complete the sales sheet with a name and address and phone number.
 - 1 **REMIND THE DONOR ABOUT OUR DEADLINE OF October 7, 2015**
 - 2 Mail the Sales Sheet as instructed at the bottom of the page. The Fundraising Committee can help with follow-up.
 - 3 ***Please include your swimmer’s name so you get credit for the sale.*** This will also help with next year’s Halloween Classic
 - 4 Pick-up and delivery instructions can be obtained from Lorrie Haden.
5. If the Donor needs a letter from SPA, please contact Lorrie Haden lhaden@medcgroup.com Phone # (217)-779-0926 for instructions. There is a formal letter requesting sponsorship and advertising available.
6. Make all checks payable to “Springfield Aquatics.”

Springfield Aquatics
Halloween Classic Swim Meet October 16-18, 2015
Sales Sheet

DONOR/BUSINESS NAME: _____

BUSINESS CONTACT NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____ EMAIL: _____

PHONE: _____ SPA SWIMMER: _____

Platinum Medal Sponsor - \$1,600

- ❖ Name & Logo appears on all team trophies
Printed prominently on front cover of program/heat sheet (all swim families purchase a heat sheet)
- ❖ Name & Logo appear on 2' x 4' full color plaque displayed prominently in Breech Pool at Drury University
- ❖ Public announcements of donor/business sponsorship during swim meet
- ❖ Table available at swim meet for representatives to meet participants and families, distribute printed materials or present audio-video information on business

Gold Medal Sponsor - \$1000

- ❖ Starting Block Sponsor (Ad will appear on the starting block)
- ❖ Name & Logo appear on 2' x 4' full color plaque displayed prominently in Breech Pool at Drury University
- ❖ Donor receives full-page ad in swim meet program/heat sheet
- ❖ Public announcements of donor/business sponsorship during swim meet

Silver Medal Sponsor - \$500

- ❖ Name & Logo appear on 2' x 4' full color plaque displayed prominently in Breech Pool at Drury University
- ❖ Donor receives full-page ad in swim meet program/heat sheet
- ❖ Donor sponsors one major stroke event
 - ❖ major strokes are freestyle, backstroke, butterfly, breaststroke, individual medley, and relays
 - ❖ public announcements of sponsorship are made each time the major stroke event takes place (i.e. 25Y, 50Y, 100Y, etc.)

Bronze Medal Sponsor - \$200

- ❖ Name & Logo appear on 2' x 4' banner displayed prominently in Breech Pool at Drury University
- ❖ Donor receives full-page ad in swim meet program/heat sheet

Program/Heat Sheet Ads (black/white artwork only)

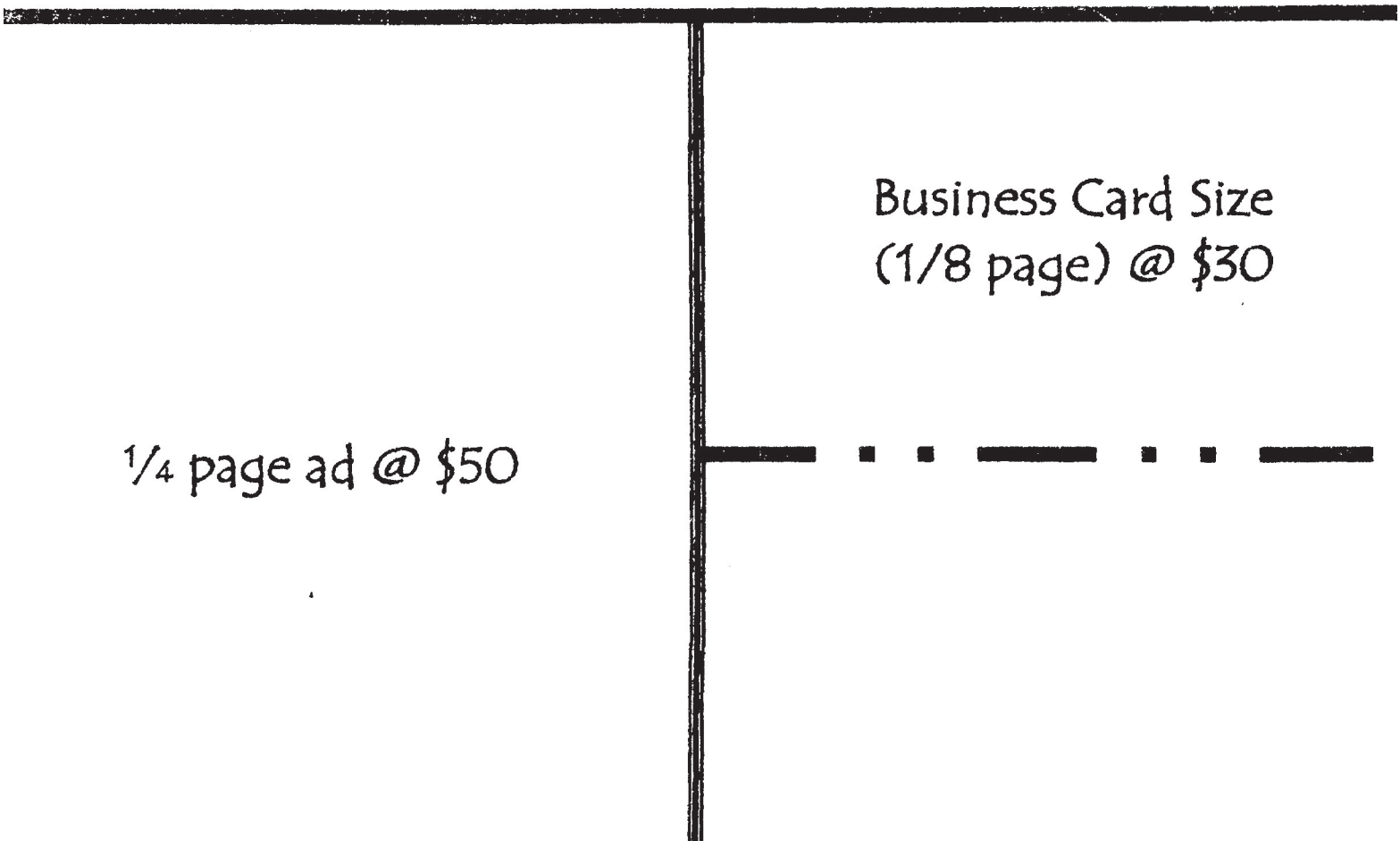
- 1/2 Page (8 1/2" x 5 1/2") Ad - \$100
- 1/4 Page (5 1/2" x 4 1/4") Ad - \$50
- Business Card-Size/ 1/8 Page Ad - \$30
- Personal Swimmer Messages (limit 10 words) - \$10 (Please use Personal Swimmer Message Page)
- Donation only – please include amount _____

Instructions: Please check the level of sponsorship or ad size you wish to donate. Then mail this sales sheet and donation (checks are payable to "Springfield Aquatics") with camera-ready artwork to SPA, c/o *Lorrie Haden* Springfield, MO 2521 S. Glendale Ave 65804. Call Lorrie Haden (217)-779-0926. You can also email artwork lhaden@medcgroup.com to **DUE BY October 7, 2015.**

Advertise your business here
Be a supporter of
USA Swimming and Springfield Aquatics

1/2 page ad @ \$100

All Ads must be this direction



Business Card Size
(1/8 page) @ \$30

1/4 page ad @ \$50

**HEAT SHEET MESSAGE
\$10 PER MESSAGE**

Buyer's Name _____ Amt. Paid \$ _____ Check/Cash

I want my message to read as follows (limit 10 words):

Swimmer's Name: _____

**HEAT SHEET MESSAGE
\$10 PER MESSAGE**

Buyer's Name _____ Amt. Paid \$ _____ Check/Cash

I want my message to read as follows (limit 10 words):

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